

Interview Section	Guidelines
INTRODUCTION	<ol style="list-style-type: none"> 1. Greet Interviewee 2. Establish Purpose of Interview <ol style="list-style-type: none"> a. clearly stating the point of the exercise is NOT to determine if participants could accurately interpret a visualization b. tell participants that instead, we are just interested in getting an idea of people's feelings, thoughts, and impressions about a visualization. 3. Establish Tone of Interview <ol style="list-style-type: none"> a. establish rapport and use of a casual conversational interaction structure (rather than strict question/response pattern) 4. Informed Consent <ol style="list-style-type: none"> a. ask participants if they have any questions about the previously emailed consent forms, and answer those questions. Then ask if participants consent to participating in this research study and being recorded for the duration of the interview.
ELICITATION	<ol style="list-style-type: none"> 1. Start screen sharing 2. Evoke an imaginary context in which participants can imagine encountering the visualization. (e.g. "Imagine you are scrolling through Tumblr, you scroll past some cat pictures, an essay about housing inequity, a gifset of those vampires that Tumblr is currently obsessed with, some fandom drama you have no familiarity with, and then you come across this...") 3. Show interviewee (1) visualization 4. Pose exploratory, open-ended questions such as: <ol style="list-style-type: none"> a. What are your first impressions of this visualization? b. What are your thoughts about this chart? c. Merely trail off after saying "then you come across this.." and let the participant fill in the silence. 5. Pose follow-up questions in direct response to the specific reactions of the interviewee (i.e. based on what they said about the graph). <ol style="list-style-type: none"> a. Frame some follow-up questions to circle around topics of interest for this study (i.e. inferences about a visualization's provenance, how the participant socially positions themselves in relation to that provenance, implications for reception.) b. Asking questions with multiple, repetitive, but not exactly the same, phrasings gives participants the opportunity to respond to what is most salient to them and limits overdirecting the conversation. c. Examples: <ol style="list-style-type: none"> i. Oh interesting! Can you tell me more about what you think the person who created it is like? What kind of person might they be? Like who are they? ii. What do you mean by [social attribution]? Can you elaborate? Do you consider yourself [that attribution]? iii. Given what you just said, do you think this visualization was created for someone like you, do you think it is likely that

	<p>whatever the content of this visualization is [when not obscured] would be a perspective or message you agree with or that you find compelling? What do you think it might be about?</p> <p>iv. You described this visualization as [social attribution], and also described one of the early visualizations as [similar social attribution], but you seem to feel a lot more positively about the person who you think made this visualization than that previous one: can you elaborate on what is different between those two people?</p> <p>6. Continue posing questions so long as the interviewee appears engaged with the visualization. If they have little to say about the stimulus and/or have exhausted the comments they wish to offer ... move on to the next stimulus. Not all stimuli need to be presented to all participants, how many are shown can vary based on participant energy and interest.</p> <p>NOTE: To mitigate social desirability bias, the interviewer aims to maintain a casual, conversational tone throughout the conversation. When posing questions, it is appropriate to use hedging language including, “In your opinion...”, “What do you think is most likely...”. Linguistic and paralinguistic back-channeling and cooperative overlap, common in conversation, can also help maintain this tone. (e.g. nodding, smiling, interjecting jovial and supportive comments “Hah! Yes! I know exactly what you mean.”)</p>
WRAP UP	<ol style="list-style-type: none">1. Ask interviewee if they have any questions for the researcher before concluding the session.2. Thank interviewee for their time.3. Clarify how they should expect to receive compensation and in what time frame (i.e. VISA or Amazon gift card code within two weeks)